



A wide-angle, high-angle shot of a modern, multi-level shopping mall. The mall features a large, glass-enclosed atrium with a complex, grid-like ceiling structure. People are seen walking on various levels, including a prominent curved walkway in the foreground. The architecture is contemporary, with large glass windows and modern lighting. The overall atmosphere is bright and open.

We live in the age of the
empowered consumer



Commerce is evolving rapidly



Stores



Malls
1980s



eCommerce
1990s



Mobile
2007



Subscriptions
2010s





DtC Wine Sales are rising -
26% in 2017





“I think the value of DtC is greater because you’re selling it direct. The real value is creating a marketing connection with your customers, a connection that your competitors can’t.”

- Alex Ryan, CEO of Duckhorn Wine Company





Customers expect

WHAT they want

WHERE they want it

HOW they want it

WHEN they want it





Technology empowers you to deliver
personalized experiences at scale



Capture Customer Information

New Sale

\$17.70

\$14.75 + \$2.95 tip

Would you like a receipt?

Text Receipt

Send Receipt

kaitlynspindel@yahoo.com

Send Receipt

No Thanks

By providing your contact information, you agree businesses you frequent may send you digital receipts, marketing, and messages via Square. See your digital receipt for privacy policy and preferences.

×

Sarah Bernosky

Buyer Summary

First Visit

February 3, 2015

Last Visit

February 12, 2018

Frequency

One visit a month

Visits

43 visits

Average Spend

\$7.08

Total Spent

\$304.50

Activity

\$10.00 Purchase at 9

Mon., Feb. 12, 2018, 12:35 pm

...

View Details

\$10.00 Purchase at 9

Thu., Feb. 8, 2018, 12:51 pm







...

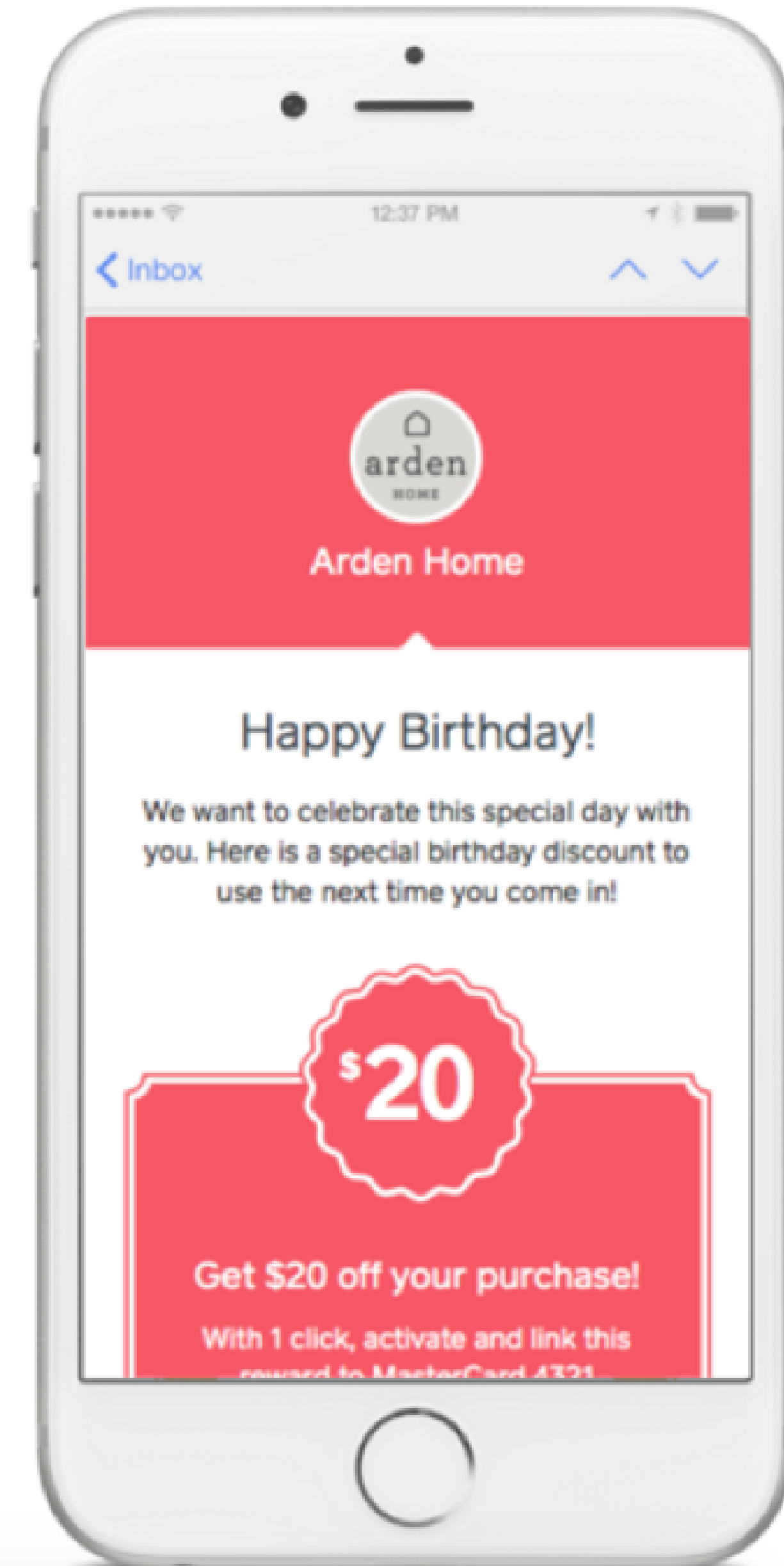
Send Message

Edit Customer

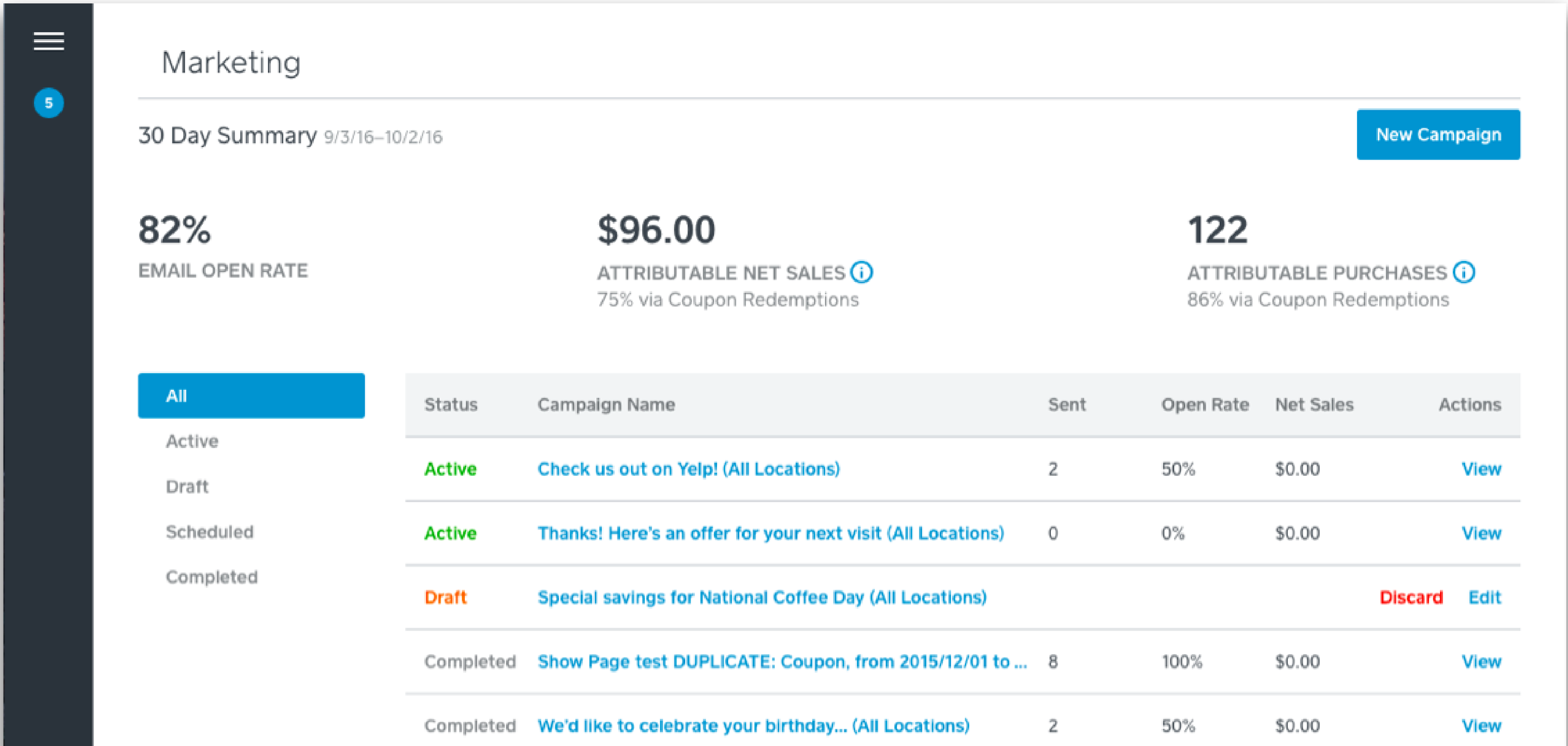
...

Send the right
content at the
right time

	Welcome new customers
	Bring back your lapsed customers
	Wish customers a happy birthday
	Ask for your customers' birthdays
	Build up your Yelp presence
	Build up your Facebook presence



Measure Results





Consumers expect the
same experience across
channels



